



### MISSION

The mission of CTTC, in partnership with the State and travel industry, is to promote California as one of the world's premier travel destinations, in order to increase revenue and tourism employment within California.

### VISION

The CTTC will be the recognized source, in partnership with the State and travel industry, for statewide marketing planning and implementation, and information and support to California's vast travel and tourism industry, thereby maintaining California's position as one of the world's pre-eminent travel and tourism destinations.

### FY 2008 Marketing Strategies – CTTC Integrated Plan Summary Matrix

	PRIMARY MARKETS	NATIONAL MARKETS	SEASONAL COVERAGE	INTERNATIONAL MARKETS	TECHNOLOGY PLATFORM
	<i>Protect and maintain volume in <b>primary domestic markets</b>.</i>	<i>Reach visitors within <b>national opportunity markets</b> through awareness-building brand programs.</i>	<i>Expand marketing beyond seasonal coverage to drive <b>year-round</b> visitation.</i>	<i>Deepen efforts in primary <b>international markets</b> through multi-tiered audience approach.</i>	<i>Create a <b>technology platform</b> to leverage the California brand character and provide additional avenues for consumer reach.</i>
ADVERTISING	<ul style="list-style-type: none"> <li>Maintain top-of-mind awareness through advertising</li> <li>Continue to develop strong “call-to-action” partnerships <ul style="list-style-type: none"> <li>✓ Airlines</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Focus on markets with greatest opportunity for growth</li> <li>Emphasize California brand promise (diverse lifestyle/fun)</li> </ul>	<ul style="list-style-type: none"> <li>Extend media buy from 3 to 6 months <ul style="list-style-type: none"> <li>✓ Winter flight: October through November</li> <li>✓ Spring/Summer flight: February through May</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Launch consumer advertising in 1-2 primary int'l markets</li> <li>Develop baseline brand research and messaging strategies</li> </ul>	<ul style="list-style-type: none"> <li>Emphasize website as call-to-action in all advertising</li> <li>Create micro-sites for key advertising initiatives</li> </ul>
TECHNOLOGY	<ul style="list-style-type: none"> <li>Enhanced website content <ul style="list-style-type: none"> <li>✓ Itineraries (themed and region-oriented)</li> <li>✓ Proximity maps with driving distances/times</li> </ul> </li> <li>Email communications <ul style="list-style-type: none"> <li>✓ Trip inspiration/reasons to plan “getaway”</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Enhanced website content <ul style="list-style-type: none"> <li>✓ Itineraries (themed and region-oriented)</li> <li>✓ Proximity maps with driving distances/times</li> </ul> </li> <li>Email communications <ul style="list-style-type: none"> <li>✓ Trip inspiration/reasons to visit</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Develop quarterly e-newsletter with trip inspiration/reasons to visit and direct call-to-action</li> <li>Integrate snow website into visitcalifornia.com (primary domain) along with “winter vacation ideas”</li> </ul>	<ul style="list-style-type: none"> <li>Develop website presence for all primary and secondary markets</li> <li>Employ search engine optimization (SEO) plan for each site, with heavier content depth in primary high volume markets</li> </ul>	
PUBLICATIONS	<ul style="list-style-type: none"> <li>Continue relationship with publishing partner for Western distribution of drives guide</li> </ul>	<ul style="list-style-type: none"> <li>Continue to distribute visitor guides to all domestic markets</li> </ul>		<ul style="list-style-type: none"> <li>Create local language versions for primary international markets</li> </ul>	<ul style="list-style-type: none"> <li>Develop distribution method to push content via email and wireless handheld devices <ul style="list-style-type: none"> <li>✓ Weather feeds</li> <li>✓ Surf and snow reports</li> </ul> </li> </ul>
COOPERATIVE MARKETING	<ul style="list-style-type: none"> <li>Develop key partnerships that extend reach/penetration and deliver a call-to-action (e.g. Southwest Airlines)</li> <li>Create co-op marketing programs that increase visitors to California</li> </ul>	<ul style="list-style-type: none"> <li>Develop category partnerships (clothing, auto, etc.) with aligned brands to California</li> <li>Continue to develop California Rewards, giving consumers a specific incentive for travel</li> <li>Develop new incentive-based programs to drive visitation</li> </ul>	<ul style="list-style-type: none"> <li>Continue Snow co-op program, with focus on advertising in key markets</li> </ul>	<ul style="list-style-type: none"> <li>Lead with co-op marketing in most primary markets, with emphasis on partnership development to foster brand alignment and reach to target visitor base (e.g. Travel Channel – UK)</li> </ul>	<ul style="list-style-type: none"> <li>Partner with category leaders in technology to enhance California's brand alignment with technology</li> </ul>
COMMUNICATIONS	<ul style="list-style-type: none"> <li>Cultivate media relationships and editorial focus on the “lesser known” attributes of California</li> </ul>	<ul style="list-style-type: none"> <li>Continue to develop media relationships within key national opportunity markets</li> <li>Include press releases to Spanish language publications in Miami, Chicago, New York, Texas and California</li> </ul>	<ul style="list-style-type: none"> <li>Pitch stories around all seasons of visitation</li> <li>Target publications that focus on key state differentiators (e.g. wine/food, outdoor recreation, spa)</li> </ul>	<ul style="list-style-type: none"> <li>Continue to lead with cultivation of media relationships, outreach programs and FAMs</li> <li>Include specific elements of state appeal (e.g. wine/food, shopping, national parks)</li> </ul>	
TRAVEL TRADE		<ul style="list-style-type: none"> <li>Participate in two domestic trade shows – NTA and ABA</li> </ul>		<ul style="list-style-type: none"> <li>Focus on markets where travel trade is a key influencer of vacation choice (e.g. Travel Agents – Japan)</li> <li>Continue to participate in key trade show events that support primary markets – WTM, Jata, Expo Vacciones, ITB, Pow Wow, CTM and SeeAmerica/Australia</li> </ul>	

